

Claims

1. A method for targeting advertising based upon an information repository search by a user, comprising associating an advertisement with a result from the information repository search.

2. The method of claim 1 further comprising providing the advertisement on demand by said user.

3. The method of claim 1 wherein said information repository is associated with a server.

4. The method of claim 1 wherein the associating step comprises:
analyzing the search result to produce at least one keyword;
using said keyword to search for the associated advertisement within said repository;
identifying the associated advertisement from said repository having a word that matches said keyword as related to said search result; and,
correlating the associated advertisement with said search result.

5. The method of claim 1 further comprising displaying along with said search result a user-selectable icon containing a link to said associated advertisement.

6. A method for targeting related advertisements to individual search result items from a search of an information repository, comprising:
matching said individual search result items to said related advertisements; and,
designating those of said individual search result items matched to said related advertisements for subsequent selection by a user.

1 7. The method of claim 6 further comprising first submitting a query to said
2 information repository and obtaining said individual search result items.

1 8. The method of claim 6 wherein designating said individual search result items
2 further comprises displaying a graphical user interface to said user.

1 9. The method of claim 6 wherein said related advertisements comprise related
2 product advertisements.

1 10. The method of claim 6 further comprising assigning a user identifier prior to
2 matching said individual search result items to said related advertisements.

1 11. The method of claim 6 further comprising formatting said related advertisements
2 matched with said individual search result items so designated, prior to displaying said
3 related advertisements.

1 12. The method of claim 6 further comprising storing said related advertisements
2 using a URL as an identifier for each of said individual search result items.

1 13. The method of claim 6 further comprising performing an off-line batch process
2 for each of said individual search result items, wherein said batch process identifies said
3 related advertisements for said search result items.

1 14. The method of claim 6 further comprising providing a true/false designator to a
2 user, wherein said designator indicates whether said related advertisements exist for said
3 individual search result items.

1 15. The method of claim 8 wherein said graphical user interface comprises a product
2 icon.

1 16. A method for providing related advertisements for search result items from a
2 search of an information repository, comprising:

3 matching said search result items to said related advertisements;
4 designating each of said search result items that have said related advertisements
5 matched therewith;
6 providing a corresponding graphical user interface for each of said search result items
7 so designated for subsequent user selection;
8 searching and retrieving said related advertisements for one of said search result items
9 when said corresponding graphical user interface is selected by a user; and,
10 formatting and displaying said related advertisements upon selection.

1 17. The method of claim 16 further comprising assigning an identifier for said user
2 when said user submits a query to said information repository.

1 18. The method of claim 16 wherein said related advertisements comprise related
2 product advertisements.

1 19. The method of claim 16 wherein said graphical user interface comprises a product
2 icon.

1 20. The method of claim 16 further comprising storing said related advertisements
2 using a URL as an identifier for each of said search result items.

1 21. The method of claim 16 further comprising performing an off-line batch process
2 for each of said search result items, wherein said batch process identifies said related
3 advertisements for said search result items.

1 *sub 23* 22. A program storage device readable by a machine, tangibly embodying a program
2 of instructions executable by the machine to perform the method steps for targeting
3 advertising based upon an information repository search by a user, comprising associating
4 an advertisement with a search result from the information repository search.

1 23. The program storage device of claim 22 further comprising providing said
2 advertisement on demand by said user.

1 24. The program storage device of claim 22 wherein the associating step comprises:
2 analyzing said search result to produce at least one keyword;
3 using said keyword to search for the associated advertisement within said repository;
4 identifying said associated advertisement from said repository having a word that
5 matches said keyword as related to said search result; and,
6 correlating said associated advertisement with said search result.

1 25. The program storage device of claim 22 further comprising displaying along with
2 said search result a user-selectable icon containing a link to said associated
3 advertisement.

1 26. A program storage device readable by a machine, tangibly embodying a program
2 of instructions executable by the machine to perform the method steps for targeting
3 related advertisements to individual search result items from a search of an information
4 repository, said method steps comprising:
5 matching said individual search result items to said related advertisements; and,

6 designating those of said individual search result items matched to said related
7 advertisements for subsequent selection by a user.

1 27. The program storage device of claim 26 further comprising the method step of
2 first submitting a query to said information repository and obtaining said individual
3 search result items.

1 28. The program storage device of claim 26 wherein designating said individual
2 search result items further comprises displaying a graphical user interface to said user.

1 29. The program storage device of claim 26 further comprising the method step of
2 storing said related advertisements using a URL as an identifier for each of said
3 individual search result items.

1 30. The program storage device of claim 26 further comprising the method step of
2 performing an off-line batch process for each of said individual search result items,
3 wherein said batch process identifies said related advertisements for said search result
4 items.

1 31. A program storage device readable by a machine, tangibly embodying a program
2 of instructions executable by the machine to perform the method steps for providing
3 related advertisements for search result items from a search of an information repository,
4 comprising:

5 matching said search result items to said related advertisements;
6 designating each of said search result items that have said related advertisements
7 matched therewith;
8 providing a corresponding graphical user interface for each of said search result items
9 so designated for subsequent user selection;

10 searching and retrieving said related advertisements for one of said search result items
11 when said corresponding graphical user interface is selected by a user; and,
12 formatting and displaying said related advertisements upon selection.

1 *pub* 32. A system for providing related advertisements for search result items from a
2 *at* search of an information repository, comprising:
3 a user/session manager adapted to maintain and track user sessions, user queries, and
4 advertisement requests;
5 a product database adapted to provide storage and retrieval for said related
6 advertisements;
7 a product matching manager adapted to analyze said search result items and match
8 said related advertisements corresponding to each of said search result items;
9 a request server adapted to display results from said search and to display said related
10 advertisements from said product matching manager; and,
11 a product presentation manager adapted to reference and retrieve said related
12 advertisements that correspond to each of said search result items, in said product
13 database, and to formulate said related advertisements into a list, and pass said list
14 to said request server.

1 33. The system of claim 32 further comprising a search engine and a browser.

1 *pub* 34. A computer program product for providing related advertisements for search
2 *at* result items from a search of an information repository, comprising:
3 a computer readable program code for causing a computer to effect maintaining and
4 tracking user sessions, user queries, and advertisement requests;
5 a computer readable program code for causing a computer to effect providing storage
6 and retrieval of said related advertisements;

7 a computer readable program code for causing a computer to effect analyzing said
8 search result items and matching said related advertisements corresponding to
9 each of said search result items;
10 a computer readable program code for causing a computer to effect displaying results
11 from said search and displaying said related advertisements; and,
12 a computer readable program code for causing a computer to effect referencing and
13 retrieving said related advertisements corresponding to each of said search result
14 items, formulating said related advertisements into a list, and presenting said list
15 to a user.

1 35. A computer program product for selecting related advertisements for search result
2 items from a search of an information repository, comprising:

3 a computer readable program code for causing a computer to effect matching said
4 search result items to said related advertisements;
5 a computer readable program code for causing a computer to effect designating each
6 of said search result items that have said related advertisements matched
7 therewith;

8 a computer readable program code for causing a computer to effect providing a
9 corresponding graphical user interface for each of said search result items so
10 designated for subsequent selection by a user;

11 a computer readable program code for causing a computer to effect searching and
12 retrieving said related advertisements for one of said search result items when said
13 corresponding graphical user interface is selected by said user; and,

14 a computer readable program code for causing a computer to effect formatting and
15 displaying said related advertisements upon selection.

1 36. The computer program product of claim 35 further comprising

2 a computer readable program code for causing a computer to effect submitting a
3 query to said information repository; and,
4 a computer readable program code for causing a computer to effect obtaining said
5 search result items from said information repository;

1 37. The computer program product of claim 36 further comprising a computer
2 readable program code for causing a computer to effect assigning an identifier for said
3 user when said query is submitted to said information repository.

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